



**PHILADELPHIA  
FOUNDATION**

# 2019 ANNUAL REPORT



**KEY TO COMMUNITY**







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# LETTER FROM OUR CEO



To all of our donors, partners, friends and extended community,

Let me begin by expressing my gratitude for a truly inspirational and empowering 2019. As we celebrated 100 years of service, we continually experienced an unprecedented level of enthusiasm and participation from the entire Greater Philadelphia region, proving that collaboration and partnerships are truly Key to Community.

We commemorated our centennial and celebrated the launch of our second century of civic and philanthropic leadership with a robust year-long community engagement initiative. With special events, programs and public acts of good – all anchored in an exciting campaign – community philanthropy was brought to life in the public imagination. It was an incredible year that spotlighted the tireless work of our team who manages our more than 1,026 active funds as well as the power of civic engagement

Our annual report is a glimpse into our world at the Philadelphia Foundation. It allows us to bring to life the highlights of the past year while sharing our vision for the future and the steps we are taking to get there.

As you look back on our incredible centennial year in the following pages, you'll recall it came as a prelude to a new set of challenges brought on by COVID-19, racial injustice and much uncertainty. Yet in the throes of a such a trying time, I am struck by how connected and committed our Greater Philadelphia region is to getting through this together.

In the face of a heart-wrenching pandemic, community organizations supporting our most vulnerable neighbors are facing an unprecedented strain on their resources as they work to maintain operations and provide service to their clients.

To help address the COVID-19 pandemic, we launched the PHL COVID-19 Fund, a collaboration established between the City of Philadelphia, Philadelphia Foundation and United Way of Greater Philadelphia and Southern New Jersey (UWGPNJ). It aids nonprofits responding to the impact the pandemic is having throughout the Greater Philadelphia Region. We awarded \$18.4 million in grants to close to 600 community-based organizations that support residents in three primary capacities: food and basic needs, protection of vulnerable groups and medical care and information.

We're also doubling down on our efforts as a funder, fundraiser, partner, civil leader and supporter of justice and equity. Racial injustice and economic disparities among marginalized and minority populations continue to plague our nation. As a community foundation that exists to better the well-being of all of our neighbors, we commit to supporting systemic change.

I am continually grateful that our 2019 year allowed us to lay the groundwork to connect, activate and accelerate the impact we can make today. Thank you all for being Key to Our Community.

A handwritten signature in black ink.

Pedro A. Ramos, President and CEO



## KEY CONNECTORS



**BRINGING TOGETHER DONORS AND DOERS, INNOVATORS AND INFLUENCERS ACROSS THE SOCIAL LANDSCAPE.**

## KEY ACTIVATORS



**UNITING CAUSES WITH CAPITAL, MOVING IDEAS AND GENERATING MOMENTUM FOR ACTION.**

## KEY ACCELERATORS



**SETTING AND RAISING THE STANDARDS FOR LEADERSHIP AND INTEGRITY, MULTIPLYING IMPACT AND DRIVING SOCIAL CHANGE.**



# GENEROUS DONORS SUPPORTING VITAL NONPROFITS



We take charitable dollars further through our deep relationships in the community, close connections with local nonprofits, sound investment philosophy and management and a 100-plus-year history of building positive outcomes in the Philadelphia region.

Throughout 2019, a total of **\$48 million** in grants and scholarships were distributed to **1,435** community organizations.

*" I started a fund at The Philadelphia Foundation exactly 16 years ago. Since recommending my first grant in 2012, I've found out how satisfying it is to know what my donations are accomplishing right now. The Philadelphia Foundation has helped me help a wide variety of causes ranging from youth mentorship and homelessness, through art and music and immigration issues, to schools and clinics in Africa and at home, and much more."*



— Christine Blidan, Philadelphia Foundation donor, The Dapplecroft Fund

*" The Philadelphia Foundation has provided us with a flexible, stable and professional platform to establish our family trust. It allows us to put our donations to work for causes we believe are important for our area and the country. We are especially proud to sponsor the Public Interest Law Center's Jeffrey Golan & Frances Vilella-Vélez Voting Justice Project, which works to protect every citizen's right to vote by modernizing Pennsylvania's election system and challenging discriminatory voting barriers."*

— Jeffrey Golan & Frances Vilella-Vélez, Philadelphia Foundation donors



*" The Philadelphia Foundation is like a bespoke tailor: they are with you over a lifetime and know how to advise you to maximize the impact of your funds. As donors, we enjoy being in a continuous conversation with the foundation. Our program manager's in-depth local, regional and national knowledge helps us vet and direct our ideas. We also enjoy the investment seminars, where we interact with fellow donors in a valuable idea exchange. It's informative and personal, and we leave feeling like a valued member of a community."*



— Oliver Franklin OBE, founding donor, Jubilee International Education Trust



*" Thanks to research funding support I've received through the Philadelphia Foundation's Robert I. Jacobs Fund, when the COVID-19 outbreak started, we realized we had molecules in our hands that could potentially limit the disease by amplifying the interferon antiviral response. We believe our work to identify small molecules to boost the immune response against viral infection could potentially be important to decrease disease severity and reduce mortality in the COVID-19 crisis, and for other diseases."*

— Dr. Luis J. Montaner, HIV and infectious disease expert at the Wistar Institute whose work has been funded by Philadelphia Foundation since 1997. His research focuses on finding new ways to combat infection or viral-associated disease by harnessing the immune response.



*" The Philadelphia Foundation was a clear choice for our fund. As a recipient of the tri-institutional academic Milton Shy Lecture Fund, I was impressed by the foundation's diligent yet personal disbursement of funds and clear accounting – and our financial manager reinforced its outstanding reputation for fiduciary responsibility. Now as a donor, I find granting and the accounting clean and user friendly. We're particularly pleased with our ability to grant to organizations around the country and to provide scholarships to various institutions."*

— Francisco Gonzalez-Scarano, the Gonzalez-Turner Charitable Fund

*" My life changed 20 years ago when I learned one of my former students, Waldemar Derby, had been killed. He named me the beneficiary of an insurance policy that enabled me to establish The Safe Harbor Fund, a Donor Advised Fund to help organizations that provide direct services to young people in need of emergency assistance. Through this fund, I help make sure other youth have opportunities to overcome adversities. My philanthropic journey with the Philadelphia Foundation has also led me to expand my giving to financially support many organizations devoted to youth, the arts and social justice."*

— C. Gloria Akers, Philadelphia Foundation donor, The Safe Harbor Fund

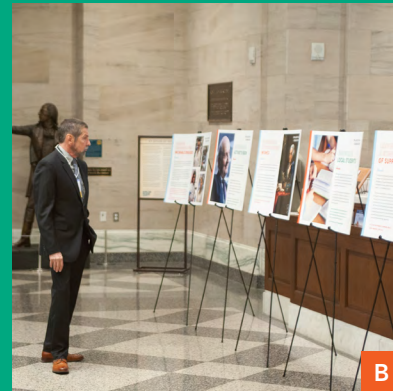




# OUR SECOND CENTURY CELEBRATIONS & INITIATIVES

## CAPTIONS

- A.** City of Philadelphia and Commonwealth of Pennsylvania proclamations were presented at the Centennial Launch Party
- B.** Guest reading about Philadelphia Foundation initiatives at the Centennial Launch at the Museum of the American Revolution
- C.** GSK IMPACT Awards ceremony
- D.** Cherry Street Paint Day for Legacy Mural
- E.** Philadelphia Foundation grantee, Musicopia Drumline, performing at the Centennial Launch Party
- F.** Final *Strength in Our Bonds* Legacy Mural
- G.** Cake Cutting Marking Centennial at Launch Party
- H.** *On The Table* discussion at Urban Affairs Coalition
- I.** Philadelphia Foundation grantee, ASAP Drama and ASPIRA, perform FAME at the Centennial Launch Party
- J.** *On The Table* discussion in Fishtown
- K.** Author Thomas Abt interviewed by 6ABC following the Civic Leadership discussion we convened in September about gun violence
- L.** Philabundance, Key to Community grantee
- M.** Finalists from TechGirlz and Year Up
- N.** Legacy Mural Workshop at Hopeworks





# OUR SECOND CENTURY CELEBRATIONS & INITIATIVES



## HOW TO SPEND \$1 MILLION? YOU DECIDE.

By Peter Crimmins | March 1, 2019

The centenary celebration will also include providing \$2 million worth of pro bono consulting to area nonprofits, via a volunteer matching company, Catchafire. And it will coordinate a third season of its On The Table Philly initiative, wherein Philadelphians sign up to host informal dinners in order to spark discussions on various civic topics.

“We really want to demystify philanthropy and make people appreciate really how easy it can be to get involved, in some way, whether it’s by volunteering or giving or getting together with your neighbors and coming up with something to do,” said Ramos.

## The Philadelphia Inquirer

### PHILADELPHIA FOUNDATION AWARDS \$1 MILLION TO COMMUNITY GROUPS SELECTED BY ONLINE VOTE

By Oren Oppenheim | July 31, 2019

Groups that help Philadelphians become homeowners, make their homes energy efficient, and become leaders through basketball skills each won \$200,000 Wednesday evening from Philadelphia Foundation as part of a competition whose winners were selected by online voting.

The foundation awarded \$1 million in “Key to Community” grants during a ceremony at the Comcast Technology Center. Second-place winners will each receive \$100,000, while third-place winners get \$33,000.

When discussing the winners, Diane Melley, who runs initiatives honoring the foundation’s centennial, said HACE and the Energy Coordinating Agency are “clearly demonstrating to residents what is the problem, and what are we [the organizations] doing to solve it.” She also extolled the basketball program’s “long-term solution” for “building integrity in young people.”



## GATHERING PROVIDES FOOD FOR THOUGHT.

Why don’t we spend more time listening?

By Jenice Armstrong | October 20, 2019

We don’t spend enough time with people outside our own little silos.

I’m guilty, too.

Unless it’s for work, rarely do I simply sit and get to know people for no other reason than to get to know them. On Thursday, though, I was reminded of just how important it is to do that, thanks to a three-year-old initiative sponsored by the Philadelphia Foundation called On the Table.

The 101-year-old philanthropic foundation arranged for about 6,000 people to gather in small groups around the region with no agenda other than to make new connections and foster civic engagement. And to do it over a meal.

I was asked to host a table, so I invited people from different backgrounds, to join me for lunch on Thursday at P.J. Clarke’s inside the historic Curtis Center. We had a small, but grand, private room and preselected menu.

Our two hours together went by very quickly.

Too quickly, really.

As dessert was served, I realized that what had started as another item on my daily to-do list had evolved into so much more.

I felt calmer. And more connected to some folks who had just been names in my social feed.

## The Philadelphia Inquirer

### PHILADELPHIA FOUNDATION’S SPECIAL \$1 MILLION INITIATIVE BENEFITED FROM PUBLIC SUPPORT | OPINION

By Pedro A. Ramos, for the Inquirer | August 1, 2019

The public’s level of engagement reinforced the appeal of funding ideas that can transform lives. Their selections gave us a window into the kind of projects that resonate with those who may — or may not — have the means to provide financial support.

As the region’s oldest and largest community foundation, finding ways to expand philanthropy and generate support from the public for great organizations and programs is who we are.

Connecting with people to change what needs to be fixed now, to support what needs to endure, and to improve conditions for the next generation, is what we do. In short, our work and our partners are “Key to Community.”







**B** Graduate! Network On the Table Philly conversation



**C** Fitler Club Next Gen Friends kickoff event



**A** Drumline at Legacy Mural dedication

# CONNECTORS

## **A** LEGACY MURAL

**A mural is so much more than a piece of art. Philadelphia is known for its murals, many of which depict historic events, courageous acts and community leaders. As part of our centennial year celebration, Philadelphia Foundation partnered with Mural Arts to design and paint a legacy mural honoring our second century of service.**

We did it the way we know best, by connecting, activating and convening participants from all seven counties we serve. “Strength in Our Bonds” – our centennial legacy mural – was a true group effort. Fifteen community organizations and residents representing the seven-county Greater Philadelphia Region participated in a record-breaking **18 workshops and paint days**. Community members were given a prominent role in every stage of the mural’s creation, from the early creative planning to the final components. **Over more than two months, 5,000 community members added their artistic vision to the finished mural, volunteering nearly 3,000 hours of time.**

## **B** ON THE TABLE PHILLY

**When we come together face-to-face to voice our thoughts and opinions, powerful new ideas emerge that can lead to positive change and mutual understanding in our communities.**

On October 17, 2019, *On the Table Philly* was held for the third year, again proving that productive public discourse is alive and well in the Greater Philadelphia area. The Philadelphia Foundation was one of 11 community foundations across the U.S. participating in *On the Table*, a national initiative funded by the John S. and James L. Knight Foundation. The initiative is designed to engage residents and inspire solutions to strengthen communities in the Greater Philadelphia Region by hosting open dialogues on issues that matter.

In 2019, **466 table conversations made up of close to 6,000 participants** occurred at offices, homes, libraries, restaurants and nonprofits across 49 zip codes throughout our seven-county region. As a result of *On the Table Philly*, Philadelphia Foundation awarded **50 organizations a total of \$50,000 in Activation Grants to implement ideas to improve the region** that were generated through the conversations, with a focus on activities encouraging civic participation.

## **C** NEXTGEN FRIENDS

**In the Greater Philadelphia Region, we’re fortunate to have a community of young professionals who are passionate about supporting their local communities. To tap into this cohort, this year we launched NextGen Friends, an initiative designed to activate and engage the next generation of givers and doers in the area and provide them with the resources and connections they need to spark the next wave of positive change in our region.**

There are so many ways this group can use their time and talents to improve our community. We see our role as bridging the gap between the organizations that need support and our region’s most capable volunteers and donors.

We kicked off our NextGen Friends initiative with a special event at the newly opened Fitler Club, with an evening of information and empowerment amongst our region’s future philanthropic ambassadors. Attendees learned more about how they could get involved in Philadelphia Foundation’s efforts, specifically through initiatives like our Key Skills Hub for pro bono professional volunteers.

Throughout the year, we held events in partnership with nonprofits, museums, young friends groups and more to continue to cultivate and plant deep-rooted connections with our region’s emerging leaders, doers and givers.



# KEY CONNECTOR

## LEGACY MURAL SPOTLIGHT

### WHAT DOES IT TAKE TO CREATE A MURAL?

It requires paint, supplies and a canvas. It requires courage. It takes artistic vision. It requires a purpose. But most importantly — it takes people.

That's where we decided to start when putting together the Centennial Legacy Mural at 23<sup>rd</sup> and Market Streets in Philadelphia. We began by looking at our local communities and the people who would be admiring this mural for decades to come.

The creation of this mural was unlike any done before with Mural Arts. For the first time ever, a record-breaking **18 workshops and paint days** were held throughout the seven-county region we serve. These events helped us gain insight into how individuals conceptualized their neighborhoods and what aspirations they held for their communities in the future. Rallying people from across the region, we engaged residents and gave them a greater role in the creative process of the mural. Over a ten-month period, **more than 5,000 community members were involved.**

While the end result is a beautiful piece of public art that will bring joy to our community for decades, we're even prouder of the process that went into its creation.

This mural was a true team effort of community members, artists, civic leaders and creators of positive change. It is a true reflection of the community, because it was created by the community.

The memory of the collective effort and the relationships formed over the course of those 10 months will never fade.

***"I think what really makes this stand apart is – the broad and thoughtfulness in terms of outreach. I think the fact that there's so many different populations that are being touched through this project...it feels like a living project. The vision is changing with the involvement of other people, and I think that keeps it interesting."***

— Ernel Martinez, Muralist  
as quoted in the *South Philly Review*



18

public paint days and workshops throughout seven county region  
(a record for Mural Arts Philadelphia)

500

enthusiastic residents engaged in Cherry Street Pier community paint day

5,000

total community members involved over the course of the mural's creation







**A** Stanley S. Litow, president of the IBM Foundation and author of "The Challenge for Business and Society: From Risk to Reward," addresses the Key to Community Leadership Institute



**B** Key to Community Grant winners Philadelphia Youth Basketball



**B** Key to Community Grant winner Andrea Custis (center) representing the Urban League of Philadelphia

# ACTIVATORS

## **A KEY TO COMMUNITY LEADERSHIP INSTITUTE**

Throughout our 100-year history, we have learned it takes much more than grants to power nonprofits. It takes strong leadership, organizational capacity, network building and board engagement, among other components.

That's why in 2019, in tandem with our Key to Community Grants initiative, we launched the Key to Community Leadership Institute in partnership with Bank of America, Independence Foundation and Eisenhower Fellowships. This program provides world-class leadership development and professional network building opportunities to **40-plus regional leaders representing the 15 finalist nonprofit organizations** in the Key to Community Grants initiative. The Leadership Institute offers a multi-dimensional experience to grow leadership capacity and challenges organizations to think differently about their work to solve the most pressing issues of today.

***"Nonprofit leaders do not spend enough time learning from and collaborating with our peers. The Power of Peers component of the Leadership Institute gave us that invaluable opportunity in a structured and facilitated format that produced meaningful results."***

— Dena Herrin, Executive Director, Girls Inc. of Greater Philadelphia & Southern New Jersey, and Leadership Institute participant

## **B KEY TO COMMUNITY GRANTS**

To kick off our next 100 years of service, we launched one of the most ambitious grantmaking initiatives in our century-long history. With the Key to Community Grants initiative, we democratized the grant selection process.

This first-of-its-kind public grantmaking initiative brought members of the public into the grantmaking process by giving them the opportunity to vote on and decide which causes and nonprofits would receive **\$1 million in grants**. In total, Philadelphia Foundation, along with co-presenting sponsors Comcast NBCUniversal and Wells Fargo, awarded nine grants to nonprofits in the areas of Economic Prosperity, the Opportunity Divide, and Community and Civic Engagement. Out of 200 nonprofit applications, 15 organizations were selected by an esteemed panel of judges as finalists. **More than 200,000 votes were cast by the public**, representing one of the most successful community engagement initiatives in our organization's history.

***"As the proud Executive Director of ECA, I have profound gratitude for Philadelphia Foundation's generous grant. It's served as a beacon of hope for the beneficiaries who were provided an opportunity that should have significant life-changing impacts not only for them but their families as well. On behalf of our mission-driven agency, thank you!"***

— Steve Luxton, Executive Director, ECA, Key to Community grant recipient and Leadership Institute participant



# KEY ACTIVATOR

## KEY TO COMMUNITY GRANTS SPOTLIGHT

Everyone who has contributed to or benefited from a nonprofit's services knows that donations and grants play a significant role in powering nonprofits. Yet not many people truly know what goes into granting, and the many different types of organizations that support our region too often go unsung.

We decided to change this during our centennial year celebration. We took the unconventional step to pull back the veils of grantmaking and showcased nonprofits doing amazing things — all through a first-of-its-kind public voting initiative.

Named the Key to Community grants initiative, we invited nonprofits across the seven county region that were already demonstrating real progress in solving real community challenges to apply for **nine grants totaling \$1 million**. Grants were to be awarded across three categories: Economic Prosperity, co-presented by us and Wells Fargo; the Opportunity Divide, co-presented by us and Comcast NBCUniversal; and Civic & Community Engagement, presented by Philadelphia Foundation. **Nearly 200 nonprofits applied, and ultimately 15 finalists were selected** by a judging panel composed of local and national nonprofit experts.

Judging then opened to the public, with a website page serving as our ballot box. Over

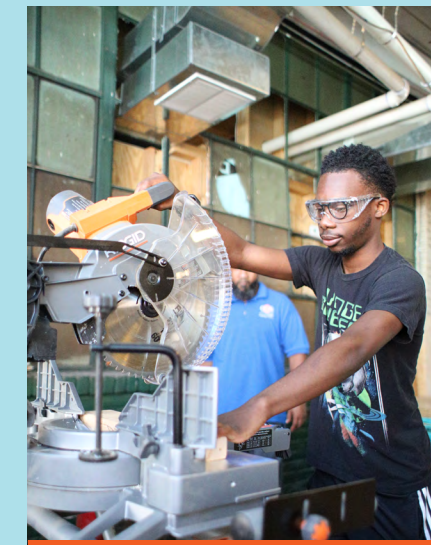
a two-week period in July 2019, community members across our region were invited to vote daily for one nonprofit in each of the three categories.

The results were astounding. In two weeks, more than 200,000 votes were cast across our region. 100,000 votes were cast just in Philadelphia. In total, voters represented 267 zip codes within our seven-county region. Approximately 25 percent of the votes came from low-income households in the communities we serve, demonstrating the diversity of individuals who participated. Nearly 10 percent of all votes were cast within the last 24 hours, proving that our community remained engaged until the very end.

Ultimately, nine deserving and incredible organizations received large grants, enabling them to enhance projects that resonate with the community. Representatives from all 15 finalists were also invited to participate in our Leadership Institute. But dollars aside, the initiative empowered our entire community with a new voice, rallied them around the idea of philanthropy and introduced them to nonprofits they hadn't heard of previously. Just as significantly, the nonprofits involved received guidance on outreach tactics that brought them a new cohort of supporters for their work.



Event attendees congratulating Key to Community Grants winners



Key to Community grantee, Energy Coordinating Agency (ECA)



Steppingstone Scholars, Inc. soliciting community votes



Winners from the Defender Association of Philadelphia



Evan Lindhardt of the Philadelphia School Partnership and Philadelphia Foundation board members



Tiffany Tavaraz of Wells Fargo celebrating with attendees



TechGirlz promoting their organization



Winning "key" to the Key to Community Grants initiative



Phil Fitzgerald, Executive Director of Grantmaking, interviewed by 6ABC



Key to Community Grant judges



# ACCELERATORS

## KEY SKILLS HUB

Volunteerism is a pillar of Philadelphia Foundation's service to the community. While volunteer opportunities abound throughout the Greater Philadelphia Region, Philadelphia Foundation identified an untapped opportunity: skills-based volunteering.

To help match talented individuals throughout the region with nonprofits seeking to expand their capacity, Philadelphia Foundation created the Key Skills Hub. Positioned to expand over time, the Key Skills Hub currently consists of two efforts: the Greater Philadelphia Corporate Volunteer Council (GPCVC) and the Key Skills Hub Volunteer Portal.

## GPCVC

**The human spirit and professional skills our of community members play a large role in creating long-lasting, positive change in our communities. The Greater Philadelphia Region's corporate sector is overflowing with talented individuals willing to lend a hand to support local nonprofits and those they serve.**

Philadelphia Foundation is now the host organization for the Greater Philadelphia Corporate Volunteer Council (GPCVC), a forum for philanthropically-minded professionals to harness their skills for the betterment of their communities. Among the GPCVC's membership, 17% of the companies reported more than 25,000 corporate volunteers donated nearly 200,000 hours of their time in 2019.

In addition to providing the GPCVC with a space to convene, share best practices, network and support one another, Philadelphia Foundation has begun to match the council's thousands of skills-based volunteers with nonprofits through its Volunteer Portal. As a result, nonprofits are able to receive an extra boost of creativity, business expertise and staff time that will take their effectiveness to new levels.

## KEY SKILLS HUB VOLUNTEER PORTAL

**Technology can unite us in ways we have not previously imagined. Philadelphia Foundation's Key Skills Hub Volunteer Portal is a digital, web-based platform that matches skills-based volunteers with nonprofits that seek pro bono support.**

The Volunteer Portal, powered by the Catchafire digital platform, is Philadelphia Foundation's marketplace for volunteerism. It is here that the community and corporate sector meet to work toward improving the quality of life in our neighborhoods, our city and throughout the Greater Philadelphia region.

The volunteer portal matches passionate, skills-based volunteers with opportunities to donate their time to nonprofits. Expertise is shared in the areas of business strategy, marketing, accounting, graphic design, human resources, website development and more. Ultimately, nonprofits gain resources they need to elevate the effectiveness of their organizations through collaboration with creative thinkers.

Volunteers are able to truly add value to exciting projects that are making a difference in the community. **In 2019, 176 Greater Philadelphia nonprofits received – for free – over \$2.1 million worth of time from 391 expert volunteers across a wide array of industry sectors.**



## YOUTHADELPHIA

**The teens of today will be the leaders of our region tomorrow. YOUTHadelphia, a program supported through Philadelphia Foundation's Fund for Children, prepares these young leaders by nurturing civic and philanthropic engagement in the next generation.**

It gives local teens the opportunity to examine the city's needs and work together to distribute grants to nonprofits within the Greater Philadelphia Region.

This year marked the program's 15-year anniversary. To celebrate that and our centennial, **YOUTHadelphia awarded a signature \$25,000 grant, the largest made in the program's history, to Youth HEALers Stand Up**, a nonprofit dedicated to fighting youth homelessness and housing insecurity. YOUTHadelphia awarded additional grants to organizations supporting youth leadership and addressing policing and gun violence. In all, \$60,000 was awarded to five community organizations.



## KEY ACCELERATOR

# KEY SKILLS HUB VOLUNTEER PORTAL SPOTLIGHT

### CONNECTING FOR BETTER IMPACT.

When we open ourselves up to new perspectives and ways of thinking, we can unlock powerful positive outcomes for those around us.

As Philadelphia Foundation embarks on its second century of service, our organization is prioritizing skills-based volunteerism and service as a key element of our work and solutions. The Key Skills Hub Volunteer Portal is a critical driver of this mission. It's a marketplace for volunteerism where skills-based volunteers in the private and corporate sectors are matched with nonprofits that seek to benefit from their unique skill sets.

Throughout our centennial year, we made great progress in expanding this program. By partnering with the Greater Philadelphia Corporate Volunteer Council, the number of skilled professionals available to our region's nonprofits through the Key Skills Hub Volunteer Portal skyrocketed. We're fortunate to have thousands of amazing nonprofits call the Greater Philadelphia Region home. These organizations are already doing incredible work. But by partnering with skilled volunteers

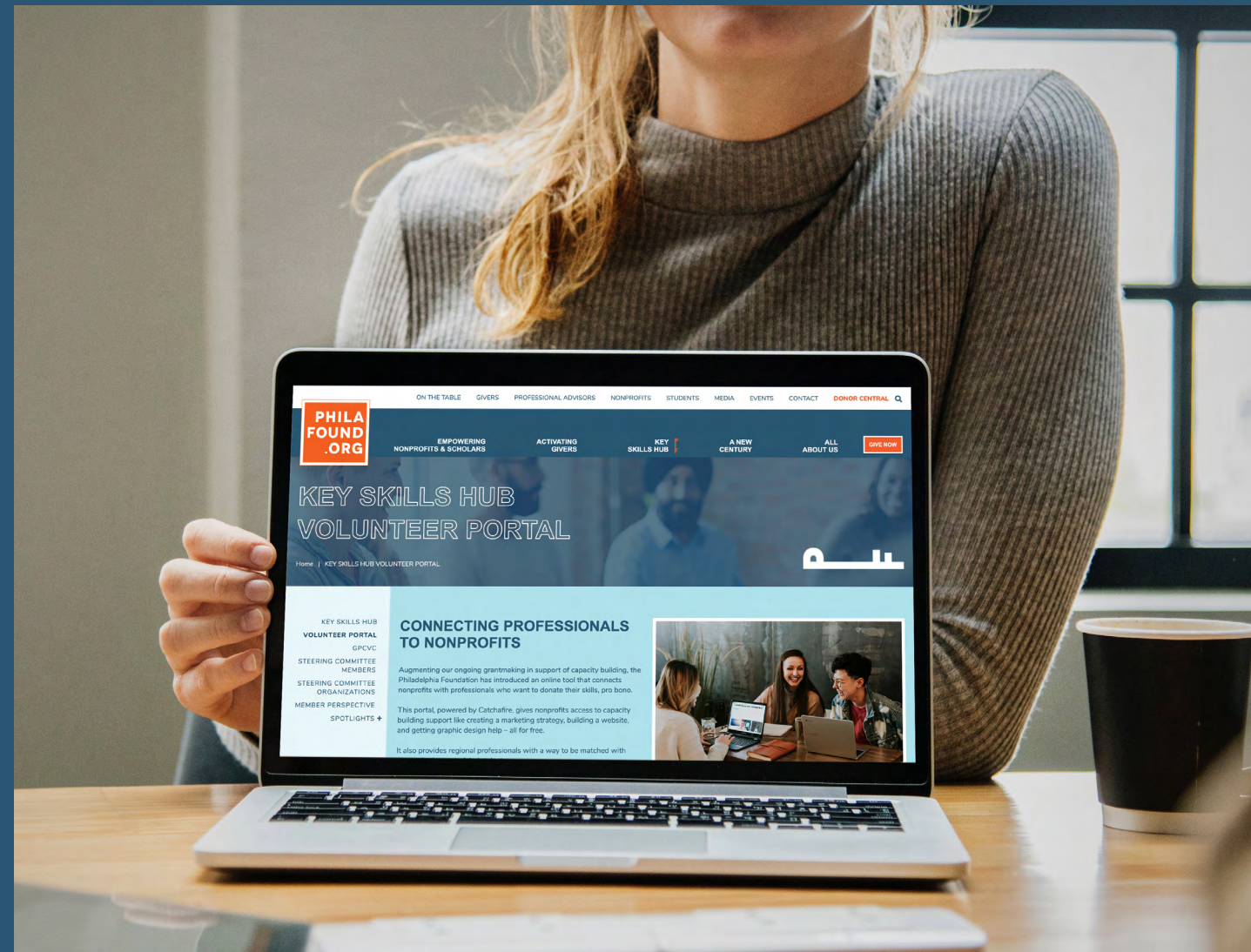
from the corporate sector, we know these organizations can amplify their positive impact and increase their operational effectiveness.

In 2018, 116 nonprofits in the region benefited from over \$1 million in skills-based volunteering support from hundreds of volunteers through this program. In 2019, 176 nonprofits received nearly \$2.1 million in support, surpassing our goal of providing \$2 million in services.

Together, our community is stronger. And by deepening connections between nonprofits and skills-based volunteers, we can accelerate positive change in our region.

***"No task is too small that might help someone else. Whether you're cleaning an office as part of the MLK Day of Service or consulting on a marketing plan, there are so many ways to help nonprofits with what they wouldn't otherwise be able to afford to pay for."***

— Tamara Scott, Social Media Marketing Manager at Vanguard



Tiffany Tavarez, Vice President, Community Relations, Wells Fargo, volunteers for H.O.P.E. House.



#TeamDow giving back to their communities by offering their time, talent and expertise.



Big Brothers Big Sisters and Comcast NBCUniversal.



Philadelphia Foundation was awarded a \$50,000 grant from long-time donor Ethel Weinberg to advance her passion for meaningful skills-based volunteer opportunities for retirees.



# SHOWCASING OUR KEY TO COMMUNITY NONPROFITS



As part of our Key to Community initiative, we awarded \$1 million in grants to nine organizations throughout the Greater Philadelphia Region. Grants were awarded across three categories to organizations that support a variety of causes spanning education to animal welfare to food scarcity to criminal justice reform and beyond.

These nonprofits are beacons of light and hope in their respective communities and impacting real, positive changes for their causes. Congratulations to all of our finalists!

All first place winners were awarded \$200,000, all second place winners were awarded \$100,000 and all third place winners were awarded \$33,000. All 15 Key to Community finalists were invited to participate in our Leadership Institute.

## ECONOMIC PROSPERITY



## THE OPPORTUNITY DIVIDE



of Greater Philadelphia  
& Southern New Jersey



## COMMUNITY AND CIVIC ENGAGEMENT



PECO's Crown Lights display was among the many ways we encouraged participation in Key to Community voting.



# ECONOMIC PROSPERITY

CO-PRESENTED BY:

WELLS  
FARGO

PHILADELPHIA  
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The three grants within this category are funding programs that aim to enhance paths to financial stability and success, especially for those in low- to moderate-income communities. Below are the five Key to Community nonprofit finalists supporting this cause:



## HACE | 1ST PLACE

The Good Lands Trust: Home Is Where My Heart Is

For nearly 40 years, HACE has helped build equitable neighborhoods for residents and small businesses in Eastern North Philadelphia, growing jobs, creating safe affordable housing, strengthening the local economy and providing services and support to residents.

With this grant, HACE is ramping up its homeownership support efforts for low-income families by establishing the “Good Lands Trust,” a Community Land Trust (CLT) that retains land ownership while selling the home to low-income buyers at an affordable price.



## PHILABUNDANCE | 2ND PLACE

Culinary Training and Life Skills for Philadelphia Adults With Low-to-No Income

Philabundance has helped drive hunger from our communities for decades, serving over 90,000 people in nine counties in Pennsylvania and New Jersey every week. In 2019, this nonprofit distributed more than 26,000,000 pounds of food to those in need.

With this grant, Philabundance is working to double the students in the Philabundance Community Kitchen, a free culinary job training and life skills program. It will also expand the services and support Philabundance provides to graduates as they secure living wages and sustainable employment.



## URBAN LEAGUE OF PHILADELPHIA | 3RD PLACE

Making Dreams Come True: Building Neighborhoods Through Homeownership

For over a century, the Urban League of Philadelphia has served as a leading civil rights organization, fighting pervasive, systemic poverty and wage inequity. It empowers community members with economic independence and social mobility.

This grant is helping the Urban League of Philadelphia expand its West Philadelphia Housing Counseling program, in which first-time homebuyers learn banking, financial wellness and pre- and post-purchase homeownership skills.



## CAREER WARDROBE | FINALIST

A Sustainable Wardrobe in Your Community, Tailored for Every Need, Identity and Budget

Finding the right clothes should never stop someone in need from gaining employment. That's the mission behind Career Wardrobe, a nonprofit social enterprise that provides clothing and professional development to unemployed individuals looking for work.



## YEAR UP | FINALIST

High Earnings: Economic Justice Through Coding

Year Up has taken on the challenge of elevating young adults from working minimum wage jobs to embarking on a meaningful career in just one year. Its mission is working — 90% of Year Up graduates are employed and/or enrolled in postsecondary education within four months of program completion.



First place winners from HACE



Finalists from Career Wardrobe



# THE OPPORTUNITY DIVIDE

CO-PRESENTED BY:



PHILADELPHIA  
FOUNDATION

The three grants within this category are funding programs that improve access, preparedness and equity, from foundational digital literacy to career pathways and real-world applications. Below are the five Key to Community nonprofit finalists supporting this cause:



## ENERGY COORDINATING AGENCY | 1ST PLACE

Support Those Returning From Prison With Skills for Well-Paying HVAC Jobs

The Energy Coordinating Agency (ECA) is fighting climate change by helping people conserve energy and promoting a sustainable and socially equitable energy future. ECA weatherizes homes, repairs and replaces heaters and provides energy counseling, utility bill payment assistance and job training.

This grant enables the ECA, in partnership with Johnson Controls International, to put a full class of returning citizens through its 24-week HVAC training program. The program helps minimize the disadvantages faced by returning citizens and provide them with opportunities for stable re-entry and successful careers, reducing recidivism and positively transforming lives.



First place winners from the Energy Coordinating Agency



Second place winners from TechGirlz



## TECHGIRLZ | 2ND PLACE

Crush the Cultural Bias: Inspiring Girls to Tech

TechGirlz is helping women play a bigger role in the future of technology by inspiring middle school girls to explore the possibilities of technology careers. So far, 15,000 girls across the globe have attended one of its free workshops and 82% of them have positively changed their mind about a tech career as a result.

With this grant, TechGirlz is enhancing and expanding its Philadelphia program and piloting a new partnership with the National PTA to launch the "TechShopz in a Box" after-school workshops. Combined with its current efforts, TechGirlz anticipates being able to serve more than 2,500 girls annually.

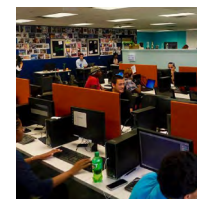


## GIRLS INC. OF GREATER PHILADELPHIA AND SOUTHERN NEW JERSEY | 3RD PLACE

Prepare Girls to be Workforce Leaders Through STEM

Girls Inc. focuses on the development of the whole girl -- teaching her to value herself, take risks and discover and develop her inherent strengths. By combining long-lasting mentoring relationships, a pro-girl environment and research-based programming, Girls Inc. helps girls grow up healthy, educated, and independent.

With this grant, Girls Inc. is enhancing its STEM GEMS program by creating two larger cohorts (one for 4th and 5th graders and for 6th and 7th graders). It also creates additional academic support and mentorship components to ensure girls are reaching their goals and growing their interest in STEM.



## HOPEWORKS | FINALIST

Youth + Technology + Healing + Business = Opportunity

With a focus on education, technology and entrepreneurship, Hopeworks provides a positive healing atmosphere that propels young people to build strong futures and break the cycle of violence and poverty in Camden, New Jersey.



## STEPPINGSTONE SCHOLARS | FINALIST

Provide High Quality STEM Education Through Robotics

For certain under-served students in the Greater Philadelphia Region, an opportunity is the first step needed to succeed. Steppingstone Scholars works with families and schools to provide educational programming and support these students in their pursuit for academic success and college degrees.



# COMMUNITY AND CIVIC ENGAGEMENT

PRESENTED BY: **PHILADELPHIA FOUNDATION**

The three grants within this category are funding programs that aim to widen participation and community connections and increase equity in our region. Below are the five Key to Community nonprofit finalists supporting this cause:



**PHILADELPHIA YOUTH BASKETBALL | 1ST PLACE**  
Empower Young People to Build Strong Relationships With Their Education, Peers, Adults, Community and Future

Never underestimate the power of sport to help young people build character and to succeed. Philadelphia Youth Basketball (PYB) applies the values of the game of basketball to enable young people, especially those from under-resourced communities, to develop their potential as students, athletes and positive leaders.

With this grant, PYB is able to double its signature Middle School Partnership Program from eight to 16 school sites, doubling the number of participants. As they deepen their personal, professional and leadership development with their coaches, mentors and key partners, students grow into community leaders.



**THE DEFENDER ASSOCIATION OF PHILADELPHIA | 2ND PLACE**  
It Takes a Neighborhood: Expanding Community-Based Criminal Justice Reform

The right to an attorney keeps our justice system in balance, and the Defender Association of Philadelphia helps ensure everyone in our city is able to exercise that right. Attorneys provided by the organization represent approximately 70% of all persons arrested in Philadelphia.

This grant is enabling the Defender Association to bring participatory defense hubs to communities. The hubs bring more community criminal justice system training sessions to communities and enhance its Pre-Entry coalition, each of which strengthen community and support safer neighborhoods.



**NEW LEASH ON LIFE PHILADELPHIA | 3RD PLACE**  
Giving Second Chances to Vulnerable Men, Women and Dogs

New Leash on Life aims to improve the lives of incarcerated individuals and save the lives of at-risk shelter dogs. Inmates learn to train and socialize the dogs assigned to live with them, resulting in adoption-ready animals and real-world employment opportunities for the returning citizens upon parole.

With this grant, New Leash on Life is able to expand its program by increasing the number of sessions the organization conducts with the Philadelphia Department of Prisons. It is adding specialized programming for female participants, such as parenting skills classes and trauma recovery.



**PUBLIC CITIZENS FOR CHILDREN & YOUTH (PCCY) | FINALIST**  
Parent Advocacy Accelerator: Engaging Parents as Civic Leaders for Children

PCCY works to improve the lives of our region’s children. Through its initiatives and advocacy for quality healthcare, child care, public education and family stability, PCCY ensures our region’s children have the support they need.



**BARTRAM’S GARDEN | FINALIST**  
Reclaiming Local History and Championing an Inclusive Future in Southwest Philly

Bartram’s Garden is a 45-acre National Historic Landmark operated by the John Bartram Association in cooperation with Philadelphia Parks and Recreation. Each year, it serves as a destination for over 95,000 individuals to learn about horticulture, history, agriculture, sustainability and much more.



First place winners from Philadelphia Youth Basketball








Third place winner from New Leash on Life





# CONNECTING WITH COMMUNITY

## KEY TO COMMUNITY INITIATIVE

-  **200,000 VOTES**  
100,000 in Philadelphia alone
-  **25% OF VOTES** came from households making less than **\$47,000**
-  Voters represented **267 ZIP CODES** within Philadelphia Foundation's **SEVEN-COUNTY** region
-  **200** nonprofit submissions
-  **9 GRANTS TOTALING \$1,000,000**




## CENTENNIAL LEGACY MURAL

-  **5,000 COMMUNITY MEMBERS** participated in mural making
-  **500 ATTENDEES** at signature Cherry Street Paint Day
-  **18 PUBLIC PAINT DAYS AND WORKSHOPS** throughout **SEVEN-COUNTY REGION** (a record for Mural Arts Philadelphia)
-  **A MURAL** for Philadelphians to share at 23rd and Market Streets

## KEY SKILLS HUB VOLUNTEER PORTAL




-  **NEARLY \$2.1 MILLION** in services provided to **176 NONPROFITS**
-  **391 PROJECTS** completed by volunteers throughout the **SEVEN-COUNTY** region

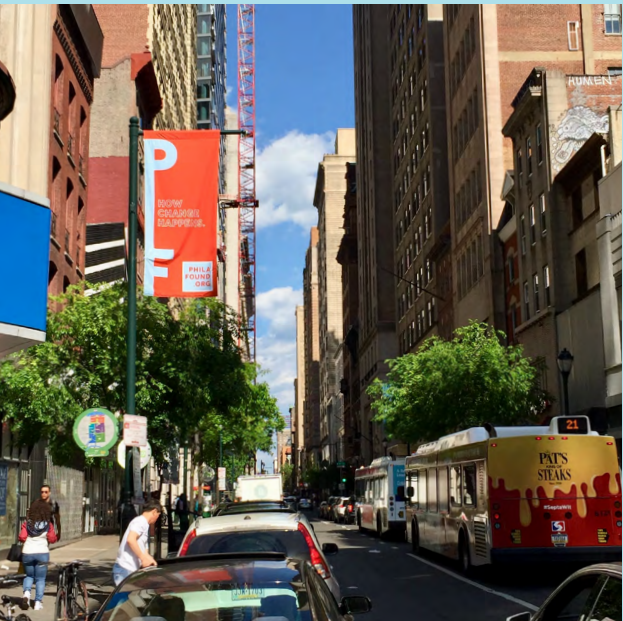
## GPCVC

-  **40** corporate members throughout Greater Philadelphia Region

## COMMUNITY AWARENESS

An unprecedented year of connecting with new audiences in entirely new ways.

-  **8,567,629** social media impressions
-  **161,310,585** impressions of TV, print and online articles featuring Philadelphia Foundation
-  **108,560,368** views of Philadelphia Foundation advertisements





# 2019 FINANCIALS

## \$48,646,878

Total grants distributed

- Education  
**\$6,878,681**
- Health & Environment  
**\$4,992,025**
- Human Services  
**\$6,215,661**
- Our Community  
**\$5,135,185**
- Lenfest Institute for Journalism  
**\$20,819,422**
- Arts & Culture  
**\$4,605,904**



## \$464 MILLION

in endowed assets

**73%** of our total assets are endowed and will provide permanent charitable support to Greater Philadelphia nonprofits forever

Thanks to an outpouring of community generosity, we ended 2019 with

## \$632,922,715

in consolidated assets, **UP 16.4%** from the previous year

We distributed grants and scholarships totaling more than

**\$48.6 MILLION** to **1,435** community organizations

**1,134** individuals, families, companies and organizations contributed

## 73,446,021

**1,026** Active Funds\*  
**INCLUDING**  
**653** Endowed Funds

*\*As of 12/31/2019*

## THANK YOU TO OUR 2019 BOARD OF MANAGERS

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**Mindy Posoff, Vice Chair**

**Kerry R. Benson, Treasurer**

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## THANK YOU TO OUR KEY TO COMMUNITY JUDGES

**Pedro A. Ramos**

*President & CEO, Philadelphia Foundation*

**Diane Melley**

*Executive Director, Second Century Initiatives & Corporate Partnerships, Philadelphia Foundation*

### ECONOMIC PROSPERITY

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*V.P. of Community Relations, Wells Fargo*

**Becki Lynch**

*Director, U.S. Community Partnerships, GSK*

**Rev. Lorina Marshall-Blake**

*President, Independence Blue Cross Foundation*

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*Senior Manager of Foundation Giving, Community Impact, Comcast Corp.*

**Uva Coles**

*Associate V.P. for Civic and Global Engagement, Widener University*

**Marc Decourcey**

*Senior V.P., U.S. Chamber of Commerce Foundation*

**Sophia Lee**

*Partner & Chief Diversity and Inclusion Officer, Blank Rome*

**Wes Somerville**

*Director, The Lenfest Foundation*

**Betsy Leebron Tutelman**

*Senior Vice Provost, Temple University; Member, Philadelphia Foundation Board of Managers*

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*V.P. for Diversity and Inclusion, Philadelphia Media Network*

**Anthony Forte**

*Partner, Saul Ewing Arnstein & Lehr*

**Anuj Gupta**

*General Manager, Reading Terminal Market*

**Loree Jones**

*Chief of Staff, Rutgers University-Camden*

**Shawn McCaney**

*Executive Director, William Penn Foundation*

**Victor Reinoso**

*Chief Operating Officer, Independent Sector*

**Susan Sherman**

*President and CEO, Independence Foundation*

**Steven Scott Bradley**

*President and CEO, Bradley & Bradley Associates; Member, Philadelphia Foundation Board of Managers*

*\*Reflects roles as of Summer 2019*



# THANK YOU TO THE GREATER PHILADELPHIA REGION!



On behalf of the entire Philadelphia Foundation team, we would like to thank our donors, nonprofit partners, board members, corporate sponsors, employees, volunteers, community members, Key to Community judges and everyone else involved with our organization for joining together to make our centennial year such a success.

We would like to extend a very special thanks to all 31 corporate centennial sponsors and to our Key to Community Grants initiative sponsors, Comcast NBCUniversal and Wells Fargo.

It's because of your generous financial and in-kind support that we were able to reach and engage with so many individuals throughout the region. The results included organization-changing grants to nine deserving nonprofits and leadership development programming for 15 nonprofits.

Without everyone's innumerable contributions and efforts, none of this great work would have been possible. Thank you.

HERE'S TO YOU AND THE NEXT 100 YEARS OF SERVICE!



# THANK YOU TO OUR CENTENNIAL SPONSORS

## LEAD ACCELERATOR



## LEAD ACTIVATORS



## CHAMPIONS



## ADVOCATES



## SUPPORTERS



## FRIENDS





# CREATED TO MEET COMMUNITY NEEDS

Community foundations were built to meet community needs – today and far into the future. In times of crisis, community foundations are the first responders that help neighbors weather rapidly evolving situations.

All that we did during our Centennial year – expanding awareness of our work and being guided by community voices as we rapidly deployed dollars – prepared us to be ready and strong for the daunting challenges of 2020.

As COVID-19 devastated marginalized and vulnerable populations, we knew how to step forward effectively while adapting to a totally new way of operations. We knew the importance of focusing on frontline organizations serving at-risk populations including seniors, people with disabilities and those experiencing homelessness or who are economically disadvantaged.

As racial and economic injustice has risen to the forefront of our collective consciousness, we have joined those pushing for meaningful solutions and systemic changes to address the unjust deaths of and brutality toward African-Americans and other communities of color.

Through the trust we have established over time, through the personal and organizational bridges we have built, we have been, are and will continue to be the place people turn to.

For over 100 years, this is who we have been. For now and for many tomorrows to come, this is what we will do, thanks to all those who make our work possible.

We're looking forward – with clear-eyed purpose – to bringing about a more equitable, connected and compassionate community.







# PHILADELPHIA FOUNDATION



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